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CLEVELAND PUBLIC LIBRARY  
LIBRARY FOR THE BLIND DIVISION  
ANNUAL REPORT -- 1966

*Miss Jones*  
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RECEIVED  
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*P. J.*

To Miss Clara E. Luciola, Supervisor  
Hospital and Institutions Department

A YEAR OF EXPANSION AND CHANGE

The year 1966 was a milestone in many ways, marking the beginning of a number of new developments. Of major importance were: the initiation of service on magnetic tape, the first braille summer reading club for children and young adults, the first newsletters, and the planning for the extension of talking book service to persons with visual and physical disabilities who became eligible with the passage of Public Law 89-522 on July 30, 1966. Other highlights include an increase in the participation of volunteers, special programs, continuing revision of procedures, the addition of a direct telephone line to the Division, and the growth of closer relationships with allied organizations; all this with a continuous increase in the volume of the basic work.

TAPE PROGRAM

Tape service began in January 1966 with the decision of the Library of Congress to send ten titles every two months to all regional libraries, and to list them as available in Talking Book Topics. The Cleveland Library for the Blind became an active participant with a grant of \$10,000 by the Ohio State Library from the Library Services and Construction Act funds to purchase recording and duplicating equipment.

This basic equipment indicates the difference between the bases of the tape program and talking book service. Talking Books are a complete resource as they come, but the tape service is only partially subsidized. The Library of Congress provides the first copy, or "sub-master", of any title in the Library of Congress tape collection, a supply of mailing containers, plus the catalog cards and annotated book cards for titles sent to all regional libraries. Additional copies are produced locally. Thus, to give tape service there must be additional personnel to duplicate tape and to prepare it for circulation: labeling reels and containers, splicing on leaders, additional cataloging, additional supplies, the setting up of a complete new circulation system.

The planning and basic organization for tape service was completed in 1966. In August the Division Head and Mr. Edmund Jones, audio-visual technician of the Cleveland Public Library Adult Education Department, went to Washington to learn how the service was organized and operated at the Library of Congress. Invaluable help was given by Mr. Charles Gallozzi and the staff of the regional library under Mrs. Nancy Nelson who was then in charge.

The actual beginning of the Cleveland Tape program was made possible by the assistance of the Cleveland Telephone Pioneers of America. This group had been urging the use of tape for a long time, so when the Ampex tape duplicator arrived, their help was enlisted. With the leadership of Mr. Sterling Bondesen and officers of that organization, three excellent volunteers were secured, Mr. Marcellus Furlong and his co-workers, Eugene Milliff and Daniel Jugenheimer. Their superb qualifications, interest and generosity has enabled the Library for the Blind to duplicate enough tape to serve 77 readers in 1966 and to organize the tape operation so that it can expand in 1967, when the necessary additional staff and funds for materials are provided. At that time the Cleveland Regional Library will gradually take over the full responsibility for circulating tape to Northern Ohio readers from the Library of Congress.

The demand for books recorded on tape has been insistant and is a medium that offers great opportunity for a very personal kind of library service, trully responsive to an alert individual's tastes and needs. It is also the means by which the blind college students and trainees in vocational programs can best use information resources. Its true potential will be realized when the Cleveland area can offer a substantial volunteer recording service. The Cleveland Library for the Blind has carried on a limited service of this kind with Sound--Scriber recording for a long time, but the impending demand is too great for the Library to continue this service alone.

The Cleveland Society for the Blind and its President, Mr. Kenneth Cozier, have also been keenly interested in a volunteer tape program and have offered financial resources to make it possible. As a result, a great deal of time has been spent in study and in consultation with the Library of Congress staff, and with representatives of the Cleveland Society for the Blind, Ohio Division of Services for the Blind, the Telephone Pioneers of America and the Cleveland Board of Education. The fruits of this will appear in 1967.

#### BRAILLE READING CLUB

With the development of new media, some people wonder about the future of braille. At this time it is not possible to predict, except to say that at present the knowledge of braille is vital to students and to any blind person's independence. For a blind reader, books in braille offer an intimate kind of pleasure that is greatly prized. With this in mind the Library for the Blind instituted its first summer reading club, taking the 1966 Cleveland Public Library balloon theme as its motif.

Sixty-three of our braille readers were up in the air all summer. They were boys and girls of all school ages who joined the Adventurer's Club when they decided that one could "Rise to Adventure" with a good book as easily as with a huge balloon.

During the summer months these intrepid adventurers read 738 volumes of braille, and each one who read five or more received a certificate of achievement in the fall. One of the satisfying results has been the

greatly increased correspondence with braille readers. Many of them, and older readers as well, were registered for the Braille Book Review for the first time this year.

### COMMUNICATION WITH READERS

"Getting to know you" has been a major thrust, with the elan given by our first newsletter in the form of a valentine. The difference from the past has been a personal approach, with sustained effort to stimulate two-way communication between library staff and readers.

The response to the Valentine newsletter was overwhelming, eloquent evidence of how much the personal touch can mean in an increasingly institutionalized society, and the isolation that comes with the loss of sight. Many replies came back, and with them not only joyful appreciation, but illuminating information. An autumn letter gave further information, and both were made possible through the cooperation of Cleveland Public Library staff outside the Blind Division. The job of shipping out the 3,000 copies was formidable and done by the redoubtable Library for the Blind pages, student assistants and volunteers. Throughout the year correspondence has increased tremendously, many more readers are sending in requests for books than ever before, and a number have given us glimpses of themselves and their reading.

One woman wanted short articles and small books in braille because,

"I attend swimming meets with my son and my husband and there are times when I would like some relief from the noise and tediousness."

Another remarked in reference to talking books,

"I say to my friends, 'I can bake and I can sew while I'm reading and you can't do that.' "

Others write of what books bring into the life of the family,

"Records help keep R. from feeling left out. The minute she has a record on, the other four are all ears." (five-year old girl)

"Do you have a talking book for children ages 5 to 10? My grandchildren are visiting me and I would like to have a book to which we could all listen."

The mother of a college student reported that her daughter had a 3.85 Dean's average. Many send their class bibliographies to be checked at the beginning of a course. This is also done by older people who are actively studying. One asked for books to increase her appreciation of a TV Class Room on great books. A ninety year old former teacher gives a paper each year to the Woman's Club of her town. She wrote a long letter about it from which the following quotation comes.

"If you could know what a difference your books make both in my happiness and in the stirring of my brain power, you would be pleased. I truly believe that as one grows old, one must always try to learn. One's brain cannot grow unless it has something to feed upon. I must testify that some of the books you have sent have given me a shock but after I have tried to analyze what was in them, I realized they must be true..."

"The ... Book Club bought and gave our small library, Across the wide Missouri. It is beautifully illustrated. The book called, Mississippi - a closed society is also widely circulated and we would never have known anything about either one if it had not been for your sending them to me. These are not the only ones."

A man writes of a course in English at the Hadley School for the Blind. Others speak of conversations in which they share the observations that came from listening. Personal history brings many interests. One woman, a direct descendent of Andrew Jackson, asked for something about him. "Middleaged futility", now that the youngest of six children is in high school, prompted another to ask for something to hold her interest. Still another asked for books on her church circle reading program. She speaks for many when she says,

"By keeping my mind occupied, and with God's help, I have avoided feeling sorry for myself."

A retired businessman, with the assistance of his wife, because the books were not yet in a form he could read himself, read The culturally deprived child, by Riesman, and Black ghetto by Clark. His aim was to prepare himself to help inner-city boys in a "Youth Vocation Orientation Project", his own idea. An older clergyman served as chaplain of a Senior Citizen group. A professional man wrote,

"If you don't mind, I would prefer to send you lists of books that I would like to read rather than prepare a list from the catalogue from which you can select available books. Since my reading time is limited I prefer to get books that have ... immediate interest."

Others are less fortunate. When service had unfortunately lapsed, as occasionally happens for no good reason, a painfully written letter told us,

"Without the books you have been sending me from day to day my life would be very empty. As my hands are crippled with arthritis and broken bones which prevent me from doing anything with them."

One blind woman who is also a double amputee and <sup>with</sup> many troubles, phoned with delight after her first talking book to say she, "...turned on the player and was lost in the world of knowledge."

Another said she was failing in health and could not listen very long at a time. Distressing is the note of a woman who listens most of her spare time and said, "I would have applied for this record player years ago, but no one told me that I was eligible."

#### PROGRAMS AND PUBLIC RELATIONS

Those who are familiar with the library services to the blind must welcome opportunities for publicity. An excellent one came in September during the Midwest Fall Book Festival when the Library for the Blind was included



in the prominent exhibit of the Hospital and Institutions Department. This festival was sponsored by The Cleveland Plain Dealer and held in the new exhibit space of the Public Hall. Thousands of people paused to look, ask questions, and some to take notes. The Division also staffed a booth at the University Circle Fair in June, and took part in two radio programs of the Red Cross Volunteer Braille Service. The Library for the Blind participated in the city-wide Children's Book Fair, rather than having a separate Children's Book Week program, as in 1965. An article about the last event was published in September 1966 School Library Journal.

The idea of joining the Book Fair was so that the blind children could come from their schools with their sighted class mates, and all enjoy the programs together. In some cases this worked out, but on the whole it was disappointing, for only a small proportion of the blind children of Greater Cleveland were involved. Actually, the most excitement in the 1966 Book Fair came when the sighted children examined the exhibit of large print, braille and talking books. So, although it was worth while for the Library for the Blind to participate, this is not a sufficient answer for the blind children. Participation with sighted children is an excellent objective, but in this mass situation there was a great deal of confusion, and even here transportation was a problem.

The centennial of the birth of Anne Sullivan Macy was the occasion for the major public event of the year, a program presented in cooperation with the Cleveland Society for the Blind. Fine space was secured for exhibits in an East Sixth street window of the National City Bank and in the Cleveland Public Library next to the auditorium. A special list was published recommending books in print, braille and recorded form for both adults and children. Miss Mary Hugo, beloved home teacher at the Cleveland Society for the Blind, described her work, and the Jolly Time Club, whose members are both deaf and blind, gave a demonstration. Their leader, Mr. Justo Frausto was unforgettable as he spoke of what his ability to communicate and to read braille meant to him. In retrospect the evening had an added poignancy as he died not long after. His speech and the evening's program were brailled for the deaf-blind members of the audience, and a film, "Communicating with Deaf-Blind Person" was shown. The cooperation of many persons, departments of the Library, and the national organization for the Anne Sullivan Centennial Commemoration is greatly appreciated.

In October, the Division Head spoke to a Pre-Conference Workshop of the Ohio Library Association at Toledo on Library Services to Exceptional Children and Youth. This occasion also afforded an opportunity to consult with the staff of the Toledo Society for the Blind and the Toledo District Office of the State Services for the Blind. A closer relationship with public librarians and workers with the blind in allied organizations is a continuing objective.

#### ALLIED AGENCIES AND VOLUNTEERS

A beginning has been made in strengthening ties with all organizations where they can be mutually helpful. The Division Head visited the braille and some sightsaving classes of the Cleveland school system, through the

kindness of Mrs. Dorothy Stevens, Visiting Teacher of the Cleveland Board of Education. Miss Prescott also attended a peripetology workshop for the parents of blind children at the invitation of the Cleveland Society for the Blind. The American Library Association Conference in New York City gave an opportunity to visit the American Foundation for the Blind, the New York Light House, the Jewish Guild for the Blind and Recording for the Blind. The cooperation of public librarians in the summer reading club was solicited at a district meeting of the Ohio Library Association in the spring, with a warm response.

In addition to the work of the Telephone Pioneers of America mentioned earlier, a major contribution has been made by two other organizations. The members of the Volunteer Braille Service of the Greater Cleveland Chapter of the American National Red Cross added a large number of new titles to the library's braille collection, and in the last three years 73 different volunteers have contributed braille to this library.

The Chairman of the Volunteer Braille Service, Mrs. Madge Snyder, has become a part of the division staff, working faithfully a day every week. In addition to transcribing and thermoforming correspondence and newsletters, even overdue notices, into braille, she has shipped braille textbooks all over the country and repaired them when they came back, brailled identification cards for books on tape, and finally is teaching braille to several members of the staff. Another invaluable service is that beginning last summer she relieved the Division Head of much of the work of scheduling the recording of books on Sound-Scriber discs and tape, making the arrangements with both the volunteer recorders and those asking to have books produced for them. Eleven books and 7 articles were recorded by 10 volunteer readers for 6 different persons.

A number of students of Dyke College providentially appeared in the fall to work out their requirements for 30 hours of community service. At that time, with the changeover from summer hours, the Page staff was reduced to one third of its necessary strength. The Dyke students filled the breach for about six weeks, doing a good part of the basic handling of the shipping of talking books. As the crisis eased they branched out into other useful tasks, typing, and checking Northern Ohio addresses for the mailing lists of Talking Book Topics and Braille Book Review. This was done at the request of the Library of Congress and was a very long and tedious job. The thousands of cards had previously been sorted by three teen-age volunteers from the Central Volunteer Bureau, Cleveland Welfare Federation in the summer. The very complicated checking at the final stage was completed by the First Assistant of the Division, Mrs. Blanche Rich.

Mrs. Rich had the responsibility for the training and supervision of the volunteers from Dyke College as well as of the page staff and Neighborhood Youth Corps workers. This required a great deal of time and patience. We were grateful for their help, but each person had to be instructed and needed supervision. Besides an almost complete turnover in pages after graduation in June, when only one experienced boy was left, there was continual change in the workers from the Neighborhood Youth Corps. Altogether we trained nine of them during the year as well as the twelve Dyke College volunteers.

## CIRCULATION OF BOOKS

The number of persons served was 3,180, with a circulation of books and magazines amounting to 171,500, an increase of 28,395 which was greater than that in any previous year. Moreover, the circulation has doubled in the last ten years. The reasons for the increase are various. There was a net increase of 150 readers served during the year, and inactive readers were contacted with the result that at least ten percent resumed reading. Many more people are sending in requests for books, and the staff are always on the alert to increase efficiency, having made many good suggestions that add up to a faster turnover of books. Then, this last summer for the first time, there was sufficient staff to carry the load during vacations. But most of all the staff have worked unstintingly to keep magazines in circulation and readers well supplied with books.

## PLANS FOR THE COMING YEAR

The year 1967 should see the results of planning begun in 1966 when a great deal of time and energy was spent at conferences and meetings, both in Washington and Cleveland. The new developments are in four areas: service to the physically handicapped, tape service, volunteer tape recording, the reorganization of procedures in assigning talking books. There will be a whole new category of people to be served, in addition to the blind. They are people who were formerly almost completely cut off from reading: persons with impaired vision, not legally blind who cannot read conventional print; persons with physical disabilities such as multiple sclerosis, paralysis, tremors, Parkinsonism, who cannot hold a book or turn a page.

Regional Librarians and State Librarians met in Washington in November to learn about the provisions and implications of the new legislation. They also realized that with the related legislation directed toward strengthening service to institutions and the building of state library systems, their relationship would be one where library service to the blind and physically handicapped would move out of its relative isolation to a position of interdependence with other types of library service in the Ohio State network. The foresight of the Cleveland Public Library's organizational planning, where the Library for the Blind is a division of the Hospital and Institutions Department, means that resources and past experience can be related to future growth.

In thinking about this future one must bear in mind the prediction of Mr. Robert S. Bray, Chief of the Division for the Blind and Physically Handicapped of the Library of Congress, that the volume of talking book service may double in the next five years. Also, in the near future the Cleveland Regional Library will be handling all the tape requests for readers in Northern Ohio. The work will be vastly increased, including not only the circulation of the tape titles, but the processing of them. All this will need staff and will, of course, increase the budget of the Division. The addition of a new staff member in early 1967 will ease the present strain a great deal, and plans for reorganizing the present





REGISTRATION AND CIRCULATION STATISTICS

	<u>Adult</u>	<u>Juvenile</u>	<u>Total</u>
READERS SERVED - ALL MEDIA - OHIO	3,060	120	3,180
Talking Books	2,973	116	3,089
Braille	417	30	447
Magnetic Tape	77		77
% Living in Cuyahoga County	29.9		
% Juvenile - 12 & Under	3.8		
OUT OF STATE BRAILLE READERS	30		30

CIRCULATION OF BOOKS AND MAGAZINES

Total	1966	162,749	8,751	171,500
	1965	<u>134,754</u>	<u>8,351</u>	<u>143,105</u>
	Increase	27,995	400	28,395
Talking Books		149,534	5,142	154,676
Braille		12,703	3,609	16,312
Magazines, Talking Books	1966			57,904
	1965			<u>44,727</u>
	Increase			<u>13,177</u>
Magazines, B raille	1966	4,046	1,413	5,459
	1965	<u>2,904</u>	<u>897</u>	<u>3,801</u>
	Increase	<u>1,142</u>	<u>516</u>	<u>1,658</u>
Magnetic tape	1966	510		510

CLEVELAND PUBLIC LIBRARY

LIBRARY FOR THE BLIND DIVISION

Active borrowers during 1966 distributed by Counties in Ohio

Allen	43	Hardin	6	Paulding	3
Ashland	10	Harrison	9	Portage	28
Ashtabula	50	Henry	8	Putnam	14
Auglaize	11	Holmes	4	Richland	76
Belmont	24	Huron	27	Sandusky	27
Carroll	1	Jefferson	27	Seneca	30
Columbiana	52	Knox	26	Shelby	6
Champaign	8	Lake	63	Stark	116
Clark	14	Licking	38	Summit	192
Coshocton	20	Logan	16	Trumbull	55
Cuyahoga	953	Lorain	90	Tuscarawas	35
Darke	10	Lucas	230	Union	8
Crawford	21	Madison	9	Van Wert	5
Defiance	7	Mahoning	119	Wayne	30
Delaware	12	Marion	24	Williams	13
Erie	21	Medina	19	Wood	29
Franklin	375	Mercer	6	Wyandot	18
Fulton	8	Miami	13	Out of District	5
Geauga	16	Morrow	6	TOTAL	3,180
Guernsey	11	Muskingum	37		
Hancock	33	Ottawa	13		